



Boston

Brand Guidance

Version 1.0

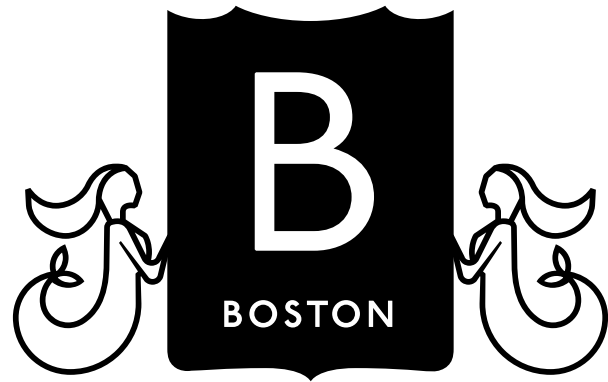








Alternative shield logo for use when space is at a premium



Alternative shield logo for use when space is at a premium



Primary Typeface

Human Sans Medium

BOSTON

Pack my box with
five dozen liquor jugs

Secondary Typeface

Argesta

Pack my box with
five dozen liquor jugs

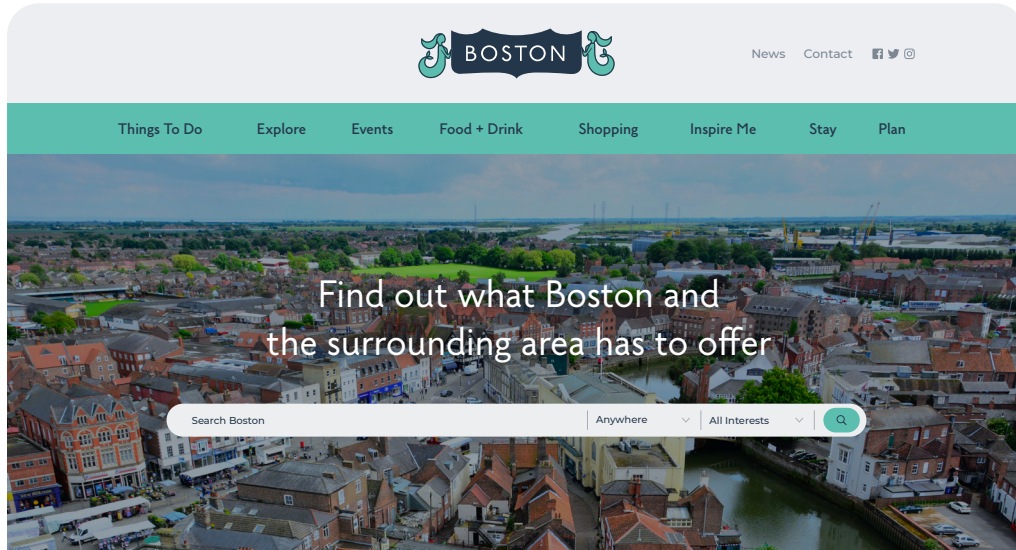
On a PC and for internal use, Gill Sans
can be used to replace Human Sans

Primary Colour Palette

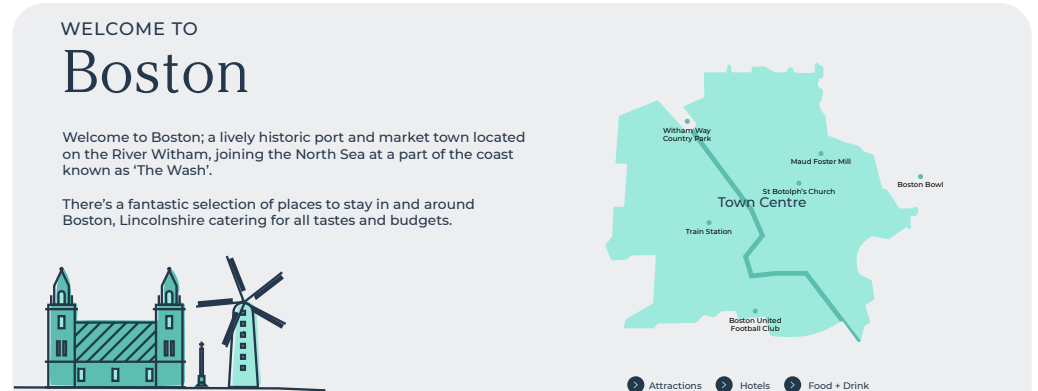
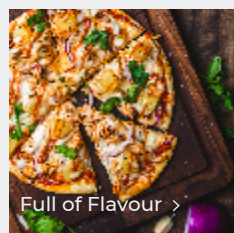
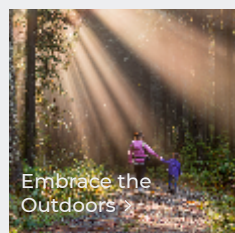
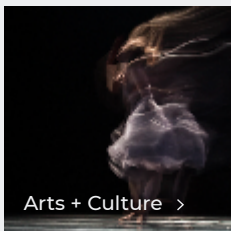
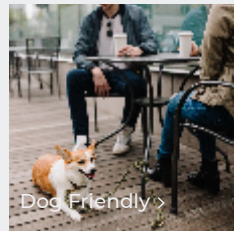
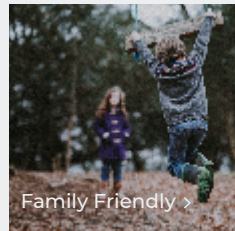
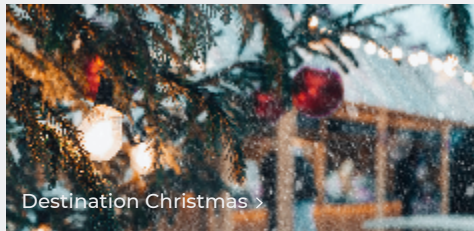


Additional complementary colour palette
only for heritage and outdoor themed comms



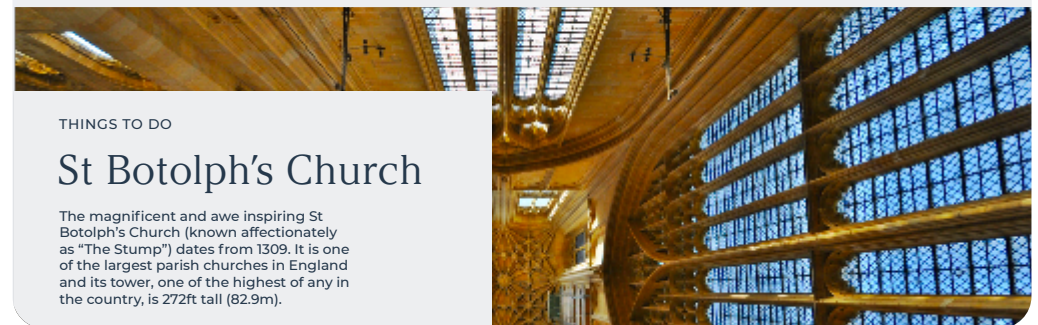
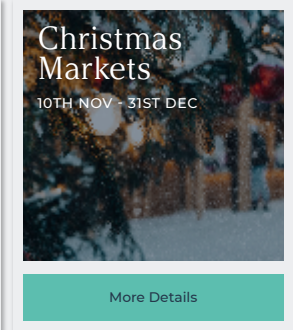
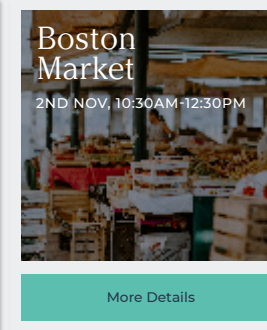
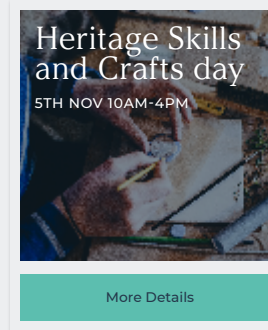


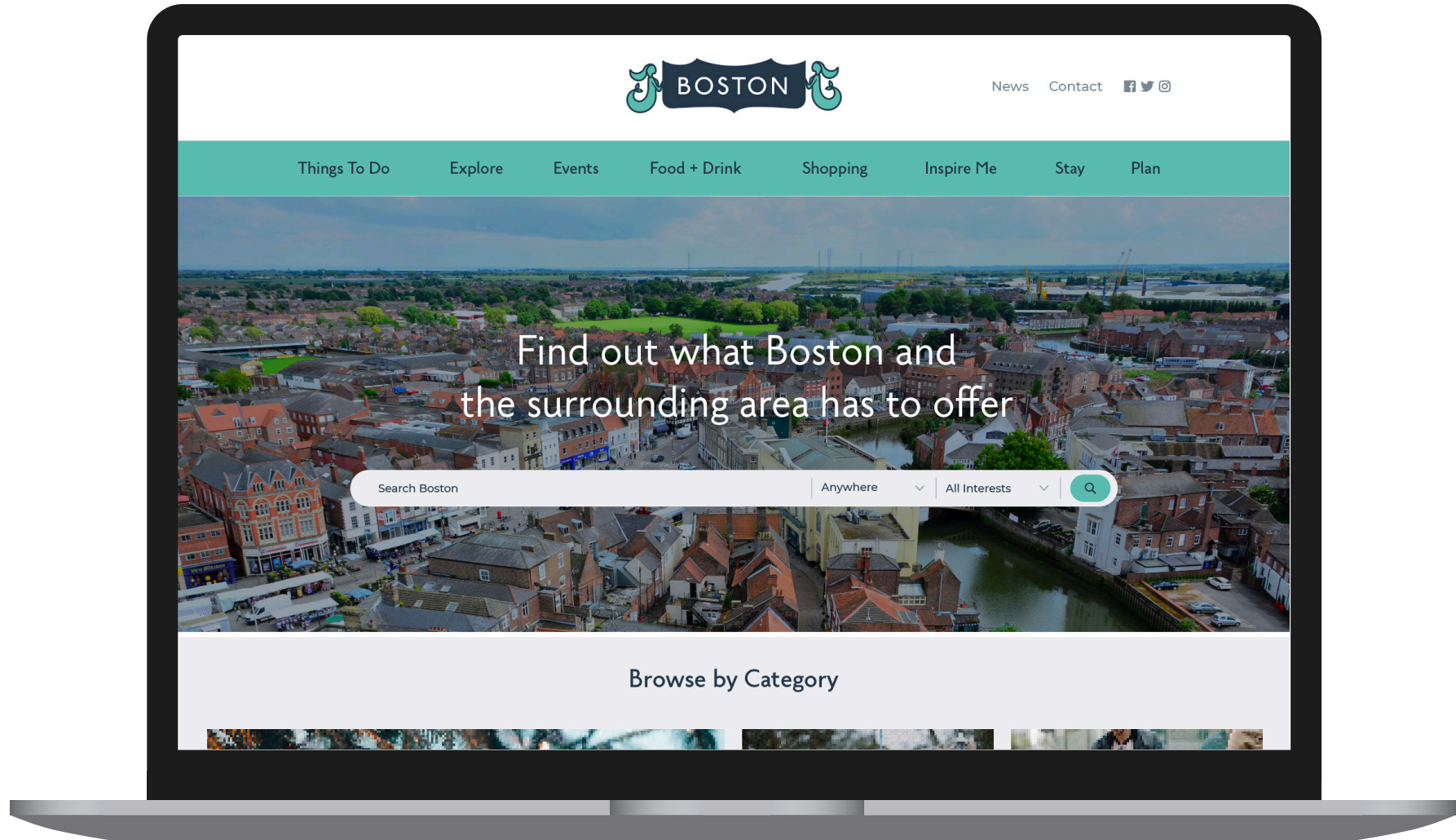
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